



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/650,355	08/29/2000	Andrea Basso	1999-0522A	8247
83224 7590 06/17/2009 AT & T LEGAL DEPARTMENT - NDQ ATTN: PATENT DOCKETING ONE AT & T WAY, ROOM 2A-207 BEDMINSTER, NJ 07921				
EXAMINER				
HUYNH, SON P				
ART UNIT		PAPER NUMBER		
2424				
MAIL DATE		DELIVERY MODE		
06/17/2009		PAPER		

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

09/650,355

Applicant(s)

BASSO ET AL.

Examiner

SON P. HUYNH

Art Unit

2424

Period for Reply -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 30 March 2009 and 28 April 2009.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-8 and 10-28 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-8 and 10-28 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Page No(s)/Mail Date _____

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 4/28/2009 has been entered.

Response to Arguments

2. Applicant's arguments with respect to claims 1-8, 10-28 have been considered but are moot in view of the new ground(s) of rejection.

Applicant argues Sezan does not disclose multimedia data input includes viewer-specific image data as amended in the claims because as indicated at page 15, line 30-page 16, line 8. Some non-limiting example from the specification of viewer-specific image data are a household member such as a child's face, local merchants, local point of interest, and local professionals such as a realtor providing a tour of a house. Image data can be viewer-specific in that it closely relates to the viewer and is familiar or

recognizable to the viewer (page 8, paragraph 3-page 9, paragraph 2). This argument is respectfully traversed.

First of all, as indicated by the Applicant, child's face, local point of interest, etc. are just some non-limiting example of the specification of viewer-specific image data. Secondly, the child's face, local point of interest, etc. are not recited in the claims. Thirdly, Sezan discloses image data such as highlights of the game, a glimpse of the crying baby are images selected and/or desired by a specific user (see include, but not limited to, col. 9, line 50-col. 10, line 37). Thus, these image data (e.g., glimpse of his brother's new baby, image data of new stadium, etc.) closely relates to the viewer and is familiar or recognizable to the viewer as defined by the specification. Therefore, the viewer-specific image data is interpreted as image data such as image data of highlight frames of the game, image data associated with a glimpse of crying baby, etc.

Applicant further argues Sezan does not teach that the virtual camera scripts specify a variable assigned to one piece of the viewer specific image data. The pieces of information in Sezan are not viewer-specific because they are each the same for every viewer (page 9, paragraph 2). This argument is respectfully traversed.

Sezan discloses the image data and other information are customized according to user description scheme and/or system description scheme (see include, but not limited to, col. 8, lines 30-55, col. 9, line 45-col. 10, line 37). Thus, the pieces of information (e.g., size, highlights, text, or annotations, etc.) are each not the same for every viewer. Instead, they are different according to user description scheme and/or

system description scheme. Sezan discloses viewer selects to view highlights images of the games, glimpse of crying baby, etc. ((see include, but not limited to, col. 8, lines 30-55, col. 9, line 45-col. 10, line 37). Thus, virtual camera scripts (information associated with program description scheme) must specify a variable assigned to one piece of the viewer-specific image data (e.g., variable assigned to image data associated with highlights of a game, a glimpse of crying baby that user selects/desires to watch) so that only image data associated desired images/frames are located and display.

In addition, Chen also discloses viewer-specific image data (image data associated with wedding, parties, vacations, real estate tours, etc. – col. 2, lines 14-36); and virtual camera scripts specify a variable assigned to one piece of the viewer-specific image data (user index the individual photographs of video albums, or text annotations generated for video based on corresponding audio track, etc. see include, but not limited to, col. 2, lines 14-55).

For the reasons given above, rejections on the claims are sustained and analyzed as discussed below.

Claims 9 and 29-30 have been canceled.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

4. Claims 1-8, 10-28 are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 1 recites the limitation "the image data" in line 5. There is insufficient antecedent basis for this limitation in the claim.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. Claims 1- 8, 10-28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sezan et al. (US 6,236,395, in view of Chen et al. (US 6,307,550), Jain et al. (US 6,144,375), and further in view of Slezak (US 6,006,257).

Regarding claim 1, Sezan teaches a method for generating a customized coded video sequence based on a subscriber's input (user information scheme and system description scheme— figure 1 and col. 5, line 37-col. 6, line 22), comprising:

receiving multimedia input that includes viewer-specific image data (receiving multimedia input 38 and/or in tape that includes image data selected/desired by viewer – see include, but not limited to, figure 2, col. 9, line 50-col. 10, line 37 and discussion in "Response to Arguments" above);

extracting image data from the multimedia input (by audiovisual program analysis module 42 –see include, but not limited to, figure 2 and col. 8, lines 10-29, col. 9, line 50-col. 10, line 37);

deriving virtual camera scripts and coding hint from the image data (program description scheme – col. 4, line 40-col. 5, line 35, col. 12, lines 28-47); wherein the virtual camera scripts specify a variable assigned to one piece of the viewer-specific image data (scripts/information in program descriptions comprising frames information that assigned to each frame/image desired by the user so that only desired image data such as image of a glimpse of crying baby, images associated with highlights of a games are located and displayed - see discussion in "Response to Arguments" above).

Sezan further discloses providing multimedia data based on a combination of a program description scheme, a user description scheme and a system description scheme (figures 1-2 and col. 29, lines 7-45). Necessarily, the method comprising: generating a video sequence based on the subscriber's input (user description

scheme), the extracted image data, and the derived virtual camera scripts and coding hints (program description scheme and system description scheme);

coding the generated video sequence based on the coding hints (e.g. repackage the content and description schemes in different styles, times, and formats based on system capabilities – col. 7, lines 30-49);

outputting the customized coded video sequence to an output device as a multimedia presentation (e.g. outputting user selected video sequence on display 80-figure 2). Sezan also discloses program 38 may originate at any suitable source, such as digital video disc, still images, video cameras, video tape, etc. (col. 7, lines 56-67). However, Sezan does not explicitly disclose multimedia input from the subscriber, derived virtual camera script comprises a generated sequence of frames that simulates camera movement, inserting a customized advertisement during the multimedia presentation, wherein the inserted customized advertisement includes an offer of an award to a user contingent, at least partly, on a user interaction with the customized advertisement.

Chen discloses multimedia input from subscriber, and deriving virtual camera scripts from the image data (col. 2, lines 1-55, and col. 5, lines 6-30). Chen also discloses viewer-specific image data (image data associated with wedding, parties, vacations, real estate tours, etc. – col. 2, lines 14-36); and virtual camera scripts specify a variable assigned to one piece of the viewer-specific image data (user index the individual

photographs of video albums, or text annotations generated for video based on corresponding audio track, etc. see include, but not limited to, col. 2, lines 14-55).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Sezan to use the teaching as taught by Chen in order to yield predictable results such as to provide multimedia input from subscriber to an output device thereby improve efficiency in multimedia data generating.

Neither Sezan nor Chen explicitly discloses derived virtual camera script comprises a generated sequence of frames that simulates camera movement, inserting a customized advertisement during the multimedia presentation, wherein the inserted customized advertisement includes an offer of an award to a user contingent, at least partly, on a user interaction with the customized advertisement.

Jain discloses derived virtual camera script comprises a generated sequence of frames that simulates camera movement (see include, but are not limited to, figures 5-9, col. 7, lines 1-43, col. 15, lines 21-34, col. 19, line 54-col. 20, line 31, col. 22, lines 15-67, col. 25, lines 44-56, col. 26, lines 35-62, col. 27, lines 14-62, col. 28, line 49-col. 29, line 32). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Sezan with the teaching as taught by Jain in order to yield a predictable result such as to allow the user/viewer to easily and flexibly interact with a fully linked video, audio and data database in an intuitive and straightforward manner (see col. 4, lines 50-60).

Sezan does not explicitly disclose inserting a customized advertisement during the multimedia presentation, wherein the inserted customized advertisement includes an offer of an award to a user contingent, at least partly, on a user interaction with the customized advertisement.

Slezak discloses outputting the customized coded video sequence to an output device as a multimedia presentation (outputting customized primary programming and secondary programming i.e. advertising to TV 502 as multimedia presentation (col. 2, lines 23-52, figure 1);

Slezak also discloses once the user selected to view the movie with secondary programming, customized secondary programming (advertising) is inserted/interleaved during the movie/primary program presentation— see col. 2, lines 15-52, col. 4, lines 15-29, col. 6, lines 38-45). Thus, the limitation “inserting a customized advertisement during the multimedia presentation” is interpreted as interleaving customized secondary programming (i.e. advertising) during the movie/primary program presentation.

Slezak further discloses the advertisement can be change based upon viewer's response to the questions presented during the interactive advertising. The secondary programming can be an interactive presentation requesting input from the viewer. For example, the viewer could be prompted to indicate whether, in fact, the viewer desires to see the secondary programming (i.e., advertising). The user response to the message whether the viewer wishes to receive the movie for free, with a lot of advertising, for half the price with minimal advertising, or for full price with no advertising. Further, the overlay processing unit can be used during the advertising

programming segments to take an order for the advertised product, request input from the viewer regarding the viewer's responses to the advertising, the desirability for further advertising regarding the product shown during the advertising radio programming, or other demographic information. The secondary video programming can also be contingent upon commands received from the set top unit – see include, but are not limited to, col. 4, lines 5-34, col. 8, lines 17-45, col. 9, line 36-43, col. 10, line 19-20). Therefore, the limitation “the inserted customized includes an offer of an award to a user contingent, at least partly, on a user interaction with the customized advertisement” is interpreted as the customized secondary programming includes an offer of an award (half price of the charge or no charge or any reduced cost) to the viewer contingent, at least partly, on any of user interaction with the customized secondary programming such as the viewer input that the viewer wishes to view the secondary programming, viewer request secondary programming, or user response to the advertising. Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Sezan in view of Chen and further in view of Jain with the teaching as taught by Slezak in order yield predictable results such as to improve efficiency in advertising.

Regarding claim 2, Sezan in view of Chen, Jain and Slezak discloses a method as discussed in the rejection of claim 1. Sezan further teaches receiving preference information from one of the subscriber (col. 5, line 36-col. 6, line 22);

storing the preference information in a subscriber profile (e.g. user information 48, system information 46 – figures 1- 2 and col. 8, lines 60-67); and generating the video sequence based on the subscriber's profile (output video based on user description scheme and system description scheme– col. 8, lines 30-67). Please see also Jain (col. 12, line 65-col. 13, line 47, col. 16, line 61-col. 18, line 67, figures 3-9) for these teachings.

Regarding claim 3, Sezan in view of Chen, Jain, and Slezak discloses a method as discussed in the rejection of claim 2. Sezan further discloses the user description scheme includes user's personal preferences, device setting history, etc. (col. 5, lines 36-46). The system description scheme manages the individual programs and other data; The management may include the capabilities of a device for providing the audio, video, and/or images. Such capabilities may include, for example, screen size, stereo, DTS, color, etc. (col. 6, lines 22-37). Thus, the subscriber profile includes device characteristics. (Please see also Jain, figures 3-9, col. 17, lines 1-47, col. 23, lines 1-67) for this teaching.

Regarding claim 4, Sezan in view of Chen, Jain, and Slezak discloses a method as discussed in the rejection of claim 3. Sezan further discloses user description scheme includes device setting history (col. 5, lines 36-46, col. 11, lines 14-22). Necessarily, the format settings include at least one of text font setting, text style setting, and display settings. Jain also discloses this feature (see col. 17, lines 1-47).

Regarding claim 5, Sezan in view of Chen, Jain, and Slezak discloses a method as discussed in the rejection of claim 3. Sezan further teaches the coding preferences (e.g. key frames, segment definitions between shots, etc. col. 4, line 40-col. 5, line 35) are used as coding hints and include at least one of audio coding preferences and visual coding preferences (col. 4, line 40-col. 5, line 35).

Regarding claim 6, Sezan in view of Chen Jain and Slezak discloses a method as discussed in the rejection of claim 3. Sezan further discloses user description scheme includes user's viewing history such as for example browsing history, filtering history, searching history, device setting history, etc. The user's personal preferences include personal information about the particular user, such as demographic and geographic information; program interest to user, viewing habit of the user, display contrast and volume control, etc. (col. 11, lines 7-22). Necessarily, the handicap settings include at least one of visual enhancement settings and audio enhancement setting (for example, the user set to display closed caption, display information of interest program, level of volume, etc.). Jain also discloses this feature (col. 17, lines 1-47).

Regarding claim 7, Sezan in view of Chen, Jain, and Slezak discloses a method as discussed in the rejection of claim 3. Sezan further discloses the user description scheme may include radio station preselected frequencies and/or types of stations (col. 7, lines 5-10). The program 38 may originate at any suitable source, such as Internet

broadcast, World Wide Web, laser disc, digital video disc, etc. (col. 7, line 56-col. 8, line 3). Necessarily, the storage address of image data include at least one of computer image file, an image database, a Web page address, a URL, a floppy disk, a CD ROM.

Regarding claim 8, Sezan in view of Chen Jain and Slezak teaches a method as discussed in the rejection of claim 2. Chen further discloses the user may be prompted to pay a fee for initial processing, a fee for each still image selected, or a combination of an initial processing and an image selection fee (col. 3, lines 1-7). Apparently, the subscriber's profile includes billing information. Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Sezan to use the teaching as further taught by Chen in order to give user more convenience.

Regarding claim 10, Sezan in view of Chen, Jain, and Slezak teaches a method as discussed in the rejection of claim 2. Chen further discloses the coded video sequence output includes one or more images based on the storage addresses of image data from the subscriber's profile (figure 7 and col. 2, lines 15-36).

Regarding claim 11, Sezan in view of Chen, Jain, and Slezak teaches a method as discussed in the rejection of claim 2. Sezan further discloses the user start interacting with the system with a pointer or voice commands to indicate a desire to view a program (col. 9, lines 53-67). Necessarily, the subscriber provides multimedia data input and preference information to the input unit using at least one of an interactive voice

response system, voice recognition system, a keyboard, a personal computer, a wireless communication device.

Regarding claim 12, Sezan further discloses the system description scheme includes capabilities of the device (col. 6, lines 23-37). Thus, the subscriber's profile includes information about the display devices owned by the subscriber.

Regarding claim 13, Sezan further teaches the coded video sequence output is customized for at least one of the devices included in the subscriber's profile (col. 7, lines 30-45).

Regarding claim 14, Sezan discloses the generation module 44 and the analysis module 42 provide data to a data storage unit 50 (col. 9, lines 5-8). The selections of the desired program(s) to be retrieved, stored, and/or viewed may be programmed (col. 9, lines 20-22). Thus, the extracted image data is stored in an image data database (e.g. database in storage unit 50). Sezan further discloses the program related information may be extracted from the data stream including the program 38 or obtained from any other source, such as for example data transferred over a telephone line, data already transferred to the system 16 in the past, or data from an associated file. However, Sezan does not specifically disclose storing virtual camera scripts in a virtual camera scripts database, coding hints in a coding hints database. Official Notice is taken that storing different data in different database is well known in the art. Therefore, it would

have been obvious to one of ordinary skill in the art at the time the invention was made to modify Sezan in view of Chen, Jain, and Slezak to use the well-known teaching in the art of storing data in different database in order to yield predictable results such as to efficiently manage the data.

Regarding claim 15, Sezan discloses the selections of the desired program(s) to be retrieved, stored, and/or viewed may be programmed, through a graphical user interface (col. 9, lines 20-25). The user starts interacting with the system with a pointer or voice commands to indicate a desire to view recorded sporting programs (col. 9, lines 54-67). Thus, the method comprising receiving one or more input commands from a user, wherein at least one of the steps of extracting, deriving, generating, coding and outputting are performed based on the user's input commands.

Regarding claim 16, Sezan teaches the image data include image data from at least one of images, a series of still frames, panorama images, web pages (figure 2 and col. 7, lines 55-67).

Regarding claim 17, Sezan discloses the program views defines logical structures of the frames of a video that define how the video frames are potentially to be viewed suitable for efficiency browsing. The program profiles define distinctive characteristics of the content of the program (col. 4, line 40-col. 5, line 30). Thus, the virtual camera scripts include at least one of a sliding window of resolution, a document browsing simulation, a

general composition of images, and synthesized videos from a set of images, a panorama synthesis, and parallax techniques.

Regarding claim 18, Sezan disclose individual shot of scenes, a key frame view as a part of a program providing multiple levels of summary ranging from coarse to fine. The program profile includes texture profile, shape profile, motion profile, etc. (col. 4, line 40-col. 5, line 36). Program description scheme of a particular program and system description scheme of the viewing system are utilized to present the appropriate views to the viewing system. The content provider repackages the content and description scheme in different styles, time, formats, etc. based on the system capabilities (col. 7, lines 16-49). Necessarily, the coding hints include at least one of motion information used to generate a sequence of frames, temporal evolution of each frame, and coding parameters for each image.

Regarding claim 19, Sezan discloses the content is generated in the format, styles, time, rendering, etc. based on system capabilities such as screen size, color, etc., program description and user description (col. 6, line 23-col. 7, line 49). Furthermore, Chen discloses analyzing the processed sequence of video frames to identify sub-pixel motions between the frames. The user can zoom in or out on different regions of the image, pan about a panoramic image or combination of pan and zoom (col. 8, lines 10-43). Necessarily, the generating step uses a rendering plug in to decode portions of the image data into pixel maps.

Regarding claim 20, Sezan teaches the generating step uses addresses (sources of program, types of stations, etc. col. 4, line 40-col. 5, line 32, col. 7, lines 5-67) to generate an image sequence. Jain also discloses this feature (see include, but are not limited to, figures 7-9, col. 28, line 49-col. 29, line 61).

Regarding claim 21, Sezan discloses program 38 may originate at any suitable source, such as for example Internet broadcasts, world wide web, etc. (col. 7, lines 55-67).
Necessarily, the addresses include URLs (for access to world wide web).

Regarding claim 22, Sezan teaches the generating step generates the video sequence from more than one multimedia source (figure 2 and col. 7, lines 50-67).

Regarding claim 23, Sezan teaches the multimedia sources include at least one of television, cable TV, Interactive TV, Internet, telephone, computer generated images, wireless communications, photographs and electronically stored still images (figure 2 and col. 7, lines 50-67).

Regarding claim 24, Chen further teaches receiving an audio input (audio track) corresponding to the generated video sequence (col. 5, lines 5-22).

Regarding claim 25, Chen teaches synchronizing the audio input with the generated video sequence (col. 5, lines 5-22).

Regarding claim 26, Sezan in view of Chen, Jain and Slezak teaches a method as discussed in the rejection of claim 1. Chen further discloses the video is input from subscriber and stored in storage before it is retrieved to process (col. 2, lines 15-36). Text annotations of the video may be generated automatically based on the corresponding audio track (col. 2, lines 46-48, col. 5, lines 3-9). The sound icon may be associated with the images in the video album. When a viewer clicks the sound icon 55, a portion of the audio track that corresponds to the video segment used to generate still image is played (col. 5, lines 9-22). Necessarily, the audio input is received from the subscriber, the audio input stored as at least one of a computer file and an address; the subscriber's audio input is stored in the subscriber's profile; the subscriber's audio input is retrieved; and subscriber's audio input is output in conjunction with the generated video sequence.

Regarding claim 27, Sezan in view of Chen, Jain and Slezak teaches a method as discussed in the rejection of claim 1. Chen further teaches the coded video sequence is output using scrolling techniques (col. 5, lines 23-37). Therefore, it would have been obvious to one of ordinary skill in the art to modify Sezan in view of Chen, Jain, and Slezak to use the teaching as further taught by Chen in order to improve convenience to user.

Regarding claim 28, Slezak discloses inserting customized advertisement during the multimedia presentation as discussed in the rejection of claim 1. Slezak further discloses the inserted customized advertisement is personalized to a user (based on user preferences such as user demographics and shopping references – col. 3, line 45- col. 4, line 48; col. 6, line 40-46).

Conclusion

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Aihara et al. (US 6,223,190) discloses method and system for producing an Internet page description file on a digital imaging device.

Lockhart et al. (US 2002/0103697) discloses methods and apparatus for generating and distribution of surface mail objects.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to SON P. HUYNH whose telephone number is (571)272-7295. The examiner can normally be reached on 9:00 - 6:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher S. Kelley can be reached on 571-272-7331. The fax phone

number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Son P Huynh/
Primary Examiner, Art Unit 2424

June 16, 2009